



VOLUME IV

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The Reading Habit

It has been pointed out recently in an editorial in a national daily (*The Statesman*, 26th January, 1983) that although India is the world's eighth largest producer of books this fact has made little difference to the reading habit of her people. As before Independence, so also now, the reading habit in this country remains restricted only to a few — those who live in cities and are elitists. All that has happened in the meanwhile is that by publishing 17,000 or odd titles a year India has bagged the eighth position in international publishing industry. But if we have to judge the reading habit of our countrymen this number should not lead us to think that the reading habit of the Indians has improved over years since Independence. That is because 17,000 titles represent a low ratio of titles to its 700 million people. The question has therefore been asked what we have done so far to change the urban and somewhat elitist reading habit. Two official bodies like the NBT and the NCERT have not been particularly successful in boosting the reading habit especially among the young who these days are specially disinterested in reading. A few steps have been taken in this direction such as annual book week, single library period but such steps are little more than gimmicks. Overburdened as they are with a heavy curriculum, students have little free time to read. The neo-literates, the other special category, who are keen to read books do not find books they want to read. The few books that they get do not evoke their interests. What with regard to their contents, what with their style and appearance, the books that they get repel rather than foster interest in reading habit, and in extending their horizons through reading of literature on such diverse subjects as family welfare and modern methods of cultivation. More private and personalized efforts are needed if the reading habit is to be extended among 700 million people. The recent experiment in Maharashtra in which young writers walked from village to village carrying books, explaining to the villagers the contents of the books is a fine experiment in the right direction. But one swallow hardly makes a summer. More private persons and more private publishers must harness themselves to this task. The latter, if they have not risen to the occasion is because they have always to work within the constraints of scarce capital (cash flow), steep rise in newsprint and other printing papers and materials and therefore they find this experiment rather risky. The matter, I think, can be rectified if publishing is recognized as an industry which it is not today. *I.C. Mittal*

News & Notes

Indian Philosophical Congress

Last year the 57th session of the Indian Philosophical Congress was held at the Punjab University in December. In his inaugural speech Prof K S Murti, Chairman, Executive Council, said that philosophical studies to be fruitful must be co-related with science, technology and practical life. Such an approach, said he, would enable philosophers to identify themselves with society, and they would not feel that they were alienated from it. Prof Murti, while making his point, quoted Swami Ram Latha, a modern Vedantist, who said, Practical Vedanta is to feel one's identity with the whole of India and then with the whole of humanity.

North-East India Geographical Society

The 8th Annual Conference of the North-East India Geographical Society was held on 20th December 1982 at North Gauhati College, Assam under the presidentship of Prof. M. Barthakur. About 200 delegates of the society from different States and Union Territories of North-East India attended the Conference.

The academic session of the Conference was conducted by Prof M Taher, the Vice-President of the Society. Twelve research papers relating to the various problems of North-east India, Assam and micro-regions of Assam were read.

In his presidential address Prof. M. Barthakur said that the members of the Society could enrich the geographical literature of North-

East India if they could be in the line of the modern trend of geography.

New University in Madhya Pradesh

According to an official announcement, the Madhya Pradesh Government has decided to set up a new university at the divisional headquarters of Bilaspur from the academic session beginning July, 1983. The new university will be named after Guru Ghasidas who founded the Satnam sect in Chhattisgarh region in eastern Madhya Pradesh. The new university will be the 11th in the state.

Kanchivaram School of Philosophy

The Tamil University has decided to set up a School of Philosophy at Kanchivaram which in ancient time was a famous seat of learning philosophy and logic. It was the southern counterpart of the northern Taxila. It was at Kanchivaram, it may be recalled, the famous Buddhist logician Dharmakirti lived and worked.

The new School will have chairs for Vedic Hinduism, Saiva Siddhanta, Vaishnava Siddhanta, and later Buddhism and Jainism. The chairs for Islam and Christianity will be introduced still later. A specialised library will be set up to help about twenty scholars who would work at the new School.

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Book Reviews

USHA RAMAKRISHNA RANADE. *Manuscript Illustrations of the Medieval Deccan.* Delhi: B. R. Pub. Corpn., 1983. 176 p., figs. plates (colour Black & White). 25 cm.

Rs. 200 00

Here is a beautiful book, beautifully illustrated, beautifully printed and beautifully bound. But it is not meant to be bought to decorate the rich man's drawing room as an *objet d'Art*. It is a scholarly book written by a scholar, and is addressed to the scholars and also to the publishers and printers of books. To the latter it will give an idea of how books were produced in this country in the Deccan. To the former, that is, students and scholars of cultural history, of arts and crafts of India, it will give information which they did not know before.

Dr. Ranade's book is organized into three parts. In the first part she acquaints the readers with the aesthetic aspirations and activities of the Marathas. Used as we are in reading about the Marathas only as people known for their military valour, we hardly pay attention to the other aspects of their achievements, such, for example, in the fields of art and architecture. Of late, attention has been paid to these aspects, and the historians' quest has borne fruit. We know the great Marathas to be noble builders and generous patrons of arts.

To Dr. Ranade we are indebted, because she has, in this book, unfolded another side of the Marathas - the art of manuscript illustration of which we knew precious little. The art of book illustration came into existence in the

Deccan under the patronage of the Islamic rulers such as the Adilshahs of Bijapur and Nizamshahs of Ahmednagar. Dr. Ranade says that the Marathas were also good patrons of manuscript illustrations, and not merely that. Under their patronage the art of manuscript illustration was slowly and gradually crystalizing into an independent school. She comes to this conclusion on the basis of the examination of 300 MSS. She says that these MSS. show a greater utilization of elements of local material culture like costumes, ornaments, structure, adoption of the new colour scheme, appearance of a distinctive social type close to the one found in contemporary murals, less crowded backgrounds and foregrounds. But the art could not flourish, because "Western cultural influence swept the land by the middle of the nineteenth century."

MAKHAN JHA. *Reading in Tribal Culture, A Study of the Ollar of the Orissa.* Delhi: Inter India Publications, 1983. 175 p., tables, figs., map (1), 23 cm.

Rs. 80.00

Apart from Summary and Conclusions which is the title of the sixth and last chapter, the book, under review, has five more chapters. They are: The Ollar of Orissa, Economic Organisation, Social Structure, The Life Cycle, Religious Beliefs and Practices. So, whoever reads the book will know from it all that he wants to know about the Ollars who are today mainly concentrated in Koraput, the southernmost district of Orissa. In the 1961 Census the Ollar tribe has not been mentioned separately. The tribe was included under the common term of the Scheduled Tribe of Gadba. So many knew this tribe to be almost non-existent.

Consequently, not much work has been done on this little-known tribe, and it may be said without little exaggeration that Dr. Jha was the first among the Indian anthropologists to have undertaken a full-length study of this tribe on the strength of his intensive field-work. Following the micro-anthropological approach, Dr. Jha has depicted the various aspects of social anthropology of the Ollar tribe of Orissa. The study has revealed the distinctive ethnic cultural identity of the tribe - a revelation that must help the ethnographers, administrators and planners to under-

Continued on page 18

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Continued from page 3

stand the problems of the Ollar, and also enable them how to communicate with the Ollars if they are anxious to bring them into the mainstream of our national life and improve their lot. Therefore, Dr. Jha's book will always be consulted by the planners who have little of Dr. Jha's expertise, and will be eagerly sought by the anthropologists both in this country and elsewhere whose first love is the acquisition of knowledge and information.

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New Release

**SOCIAL STRUCTURE AND CHANGE AMONG
THE TRIBALS**

BY

JACOB JOHN KATTAKAYAM

vi + 192 p., map (1), plates, 23 cm. Rs 120.00
Delhi : D.K. Publications, 1983.

In this well-researched empirical study the author has examined the social structure of the Uralis, a primitive tribe in Idukki district in Kerala. The Uralis, says the author, have a social system that is harmonic, they have few contacts outside of their own society. This is clear from the fact that none of the tribal welfare programmes which the government have launched to change their lot yielded any result. As the style of life of the Uralis was exclusively their own, they did not feel the indispensability of the government aid. Their social structure has remained till today what it was yesterday. The author, therefore, examines in detail the failure of various welfare programmes - agricultural programmes, social and cultural programmes, health programmes and so on - and focuses the attention of the readers on the causes of their failures. One of the major causes of the failure of the government welfare programmes is the exploitation of the Uralis by the non-tribals. Being most primitive and, therefore, innocent, they have fallen, says the author, an easy victim to the perjuries and forgeries of the so-called civilized human beings. Even the lands that were given to them by the government have been snatched away from them. Having concluded his study on this note, the author then suggests what steps are to be taken to make the welfare programmes effective and to ameliorate the lot of the Uralis.

Here is therefore a book which should be found useful not only to the students of sociology and anthropology but also to the planners of social welfare programmes.

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BRPC forges ahead

In our editorial on Thoughts on Book Promotion in the April issue we drew the attention of our readers, particularly those who are connected with the distribution of books, to the recent endeavours made by Indian publishers to promote books outside India. We made mention of the project of establishing an India Book Centre in Paris, and the visit of Indian delegation to China at the invitation of the Chinese Publishers' Association. Our readers will be happy to know that this year in March/April the National Book Trust (NBT) has organized a book exhibition on Indian books at Beijing and Chengdu with great success.

Among other things the event has provided us an occasion to think about ourselves. In organizing the exhibition the NBT had sent out letters to all the leading publishers in India both in English and other Indian languages to submit their books for considering them for display in the aforesaid exhibition. The exact number of publishers who responded to the NBT circular is not known. What is known from the printed catalogue of the NBT is that books for exhibition have been selected from among 124 publishers. A Selection Committee headed by the Krishna Kripalani, Chairman of the NBT, selected 1,352 titles covering various subjects including children's and general and reference books.

The catalogue indicates that due recognition was meted out to B R. Publishing Corporation (BRPC) and its sister organizations. Of the 1,352 titles 25 titles were selected for exhibition from BRPC groups, when other publishers were represented by far fewer titles.

The titles were selected from among various subjects. Here is the break-up of the 25 titles chosen : Arts : 2; General and Reference Books : 2; Geography and Travel : 1; History and Biography : 7; Literature : 1; Philosophy and Religion : 5; Social Sciences : 2; Sociology : 5.

If the titles were chosen from among 124 publishers equally then from each publisher roughly 10 books should have been chosen, but as this was not the adopted method of selection, and as BRPC was represented by 25 titles, it stands to our credit that the Selection Committee found the BRPC books to be more valuable than the books by other publishers. It also suggests that over a decade (BRPC was set up in 1973) BRPC has made itself known as one of the leading publishers of scholarly books in English in India. We will not say that we have blazed a trail in scholarly publishing in India.

We are acutely aware of our limitations and shortcomings, but the fact is that we have taken needful steps to make scholarly publications in English worthwhile for scholars, readers, and libraries in this country. BRPC is therefore forging ahead. *I.C. Mittal.*

News & Notes

XXIX All-India Library Conference

To mark the completion of fifty years of its continued existence the Indian Library Association would celebrate its Golden Jubilee at the XXIX All-India Library Conference at Mysore in December 1983. The exact dates and venue of the Conference would be notified in due course.

In this Conference, apart from the inaugural function and general body meeting, a seminar on "Fifty years of Librarianship in India: Past, Present and Future" has been organized.

Those who would like to participate at the seminar may contact Prof. P. B. Mangla, President, Indian Library Association, 19/4, Cavalry Lines, Delhi University Delhi-110 007. For other matters, such as delegation fee etc, information may be obtained from the Treasurer, Indian Library Association, A/40-41, Flat No 201, Ansal Buildings, Dr. Mukherjee Nagar, Delhi-110 009.

The theme of the seminar has been subdivided into following sub-topics :

1. Public Libraries in India.

1.1 Growth, development and their management. Also in different regions as Northern region, Eastern region etc.

1.2 Library Legislation—An assessment.

2. Academic Libraries in India.

2.1 School Libraries : Growth, development and management.

2.2 College Libraries : Development/Management/and Financial Management.

2.3 University Libraries : Development/Management, and Financial Management.

3. Special and Research Libraries in India.

3.1 Agricultural Libraries : Growth, Development and Management.

3.2 Medical Libraries : Growth, Development and Management.

3.3 Science and Technology Libraries: Growth, Development and Management.

3.4 Govt. Libraries Development and Management.

3.5 Social Science Libraries : Growth, Development and Management.

3.6 Information Technology : Development and Its Role in Special and Research Libraries.

4. National Libraries Development in India—An Assessment.

5. Resource Sharing among University and Special Libraries in India.

6. Computers and Library and Information Service in India.

7. Information networks in Science and Technology/Social Science in India.

8. Bibliographic and Documentation Service in India in any one of the fields : (a) Science and Technology, (b) Social Science, and (c) the Humanities.

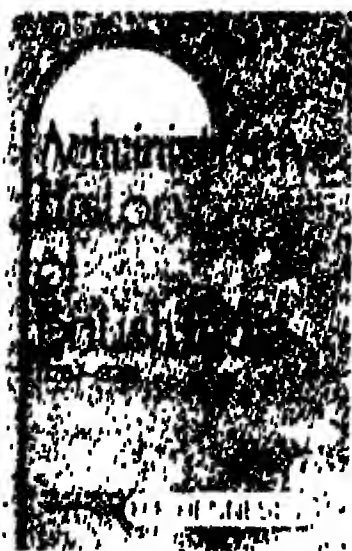
9. Technical Services : Developments in Classification/Cataloguing/Subject Indexing in India.

10. Staffing Pattern : Organisational Structure and Staffing Pattern in any one of the types of Libraries : (a) Public Libraries; (b) Academic Libraries, and (c) Special Libraries.

11. Library and Information Science Education : Manpower Development for Information Handling in India.

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Book Reviews



ADMINISTRATIVE HISTORY OF BRITISH INDIA (1757-1925)

H E Hennessy, Delhi:
Neera Publishing
House, 1983. 200 p.,
maps: 22 cm.

\$ 20. Rs. 100.00

HENNESSY's *Administrative History of British India (1757-1925)* originally bore the title *A History of India with Notes on Administration (1526-1925)* and contained six sections, of which the first two sections were about the Mogul Period (1526-1806) and the Maratha Period (1620-1818). In this reprinted edition these two sections have been deleted; the rest, that is, four sections dealing with the administration of British India, have been reprinted entire. The idea behind deletion was to focus attention not only on one single period of the history of India but also to emphasise one aspect of Indian history, namely how the country was governed by the British. This could not have been achieved had the

whole of the book been reprinted, because in the first two sections dealing with the Mogul and the Maratha periods Hennessy does not pay attention to administration. He merely gives the outline of the rise and fall of the Moguls and the Marathas.

To the modern readers of Indian history, Hennessy is chiefly valued for what he has to say about how the British governed India. Consequently, this reprinted edition, albeit expunged, will be found important in our understanding and evaluation of how Hennessy viewed the administration of the British.

The administrative history of British India sketched by Hennessy makes a good reading. As this history is to be understood against the background of British conquest of India, it is logical that Hennessy should also give the history of the conquest. Accordingly, in the first two sections of the book Hennessy describes how the British completed the acquisition of India by fighting a series of decisive battles against the Moguls, the Marathas, and the Sikhs. After having sketched that history Hennessy then describes how the British administered the vast territory they won. In the first place, he describes administration under the Company. When the administration was transferred from the Company to the Crown after Queen Victoria's proclamation in 1858 India came to be ruled by the Viceroys. In two chapters Hennessy gives a clear account of the administration under the viceroyalty in the 19th and 20th centuries. Hennessy completes his account of administration by adding a chapter on the Indian states of which there were then 700, both big and small.

Hennessy's account is factual and is less biased than many British historians of India. Though not as great as Smith's *The Oxford History of India* or Lyall's *British Dominion in India* Hennessy's was a much read book by the academics in Indian universities before Independence. This new edition will therefore be welcome to the students of British India.



VILLAGE GOVERNMENT IN BRITISH INDIA

John Matthai. Delhi :
Neeraj Publishing
House, 1983. 230 p.,
22 cm.

\$ 20, Rs. 100.00

JOHN Matthai's *Village Government in British India* was first published in 1915 from London. It was the 48th book in the series of monographs by writers connected with the London School of Economics and Political Science. The book carries a ten-page Preface by Sidney Webb, the famous author who was professor of Public Administration, University of London.

Matthai's book contains seven chapters, and these are, apart from the introductory chapter, Education, Poor Relief, Sanitation, Public Works, Watch and Ward, and Administration of Justice. In them Matthai offers a comprehensive survey of indigenous local government in the form of *Panchayat*, now a familiar word, that had existed in this country from the very ancient time, and was still effectively functioning at the time when the British had been ruling India.

Matthai gives a careful description of this local government, which was considered "extra-legal", that had no statutory warrant by the British Government, and its activities in various fields such as education, poor relief, sanitation, public works as well as administration of justice. To dismiss this kind of government as the caste *panchayat*, Matthai says, and thus to regard it as the mouthpiece of the dominant caste in a village would not be appropriate. From his account of the survey of the *panchayats* in British India it becomes clear that no government, however mechanically perfect, will fail to take root in the minds

of the mass of people unless it is in some way grafted on the spontaneous grouping of the people. *Panchayat* was such a grouping. Matthai concludes his survey by saying that the neglect of the *panchayat* would act as a clog upon effective social progress in India.

Local self government, whether in India or elsewhere, is concerned not with the government of the country as a whole but with the area which is administered locally. In a country which is as vast as India the central or national government cannot pay heed to the affairs of the local people as effectively and as efficiently as an efficient local government can. The neglect of the local government therefore will always be detrimental to the welfare and progress of the people. Matthai's survey clearly shows that. Agreeing with this view Sidney Webb concludes his preface by saying, "It seems a pity that the aspirations of so many Indians for 'Indian Self Government', and especially those of Indian students, should contemplate so exclusively that part of Government which concerns India as a whole. After all, even in such 'Self-governing' Dominions as Canada and Australia, the part that is played in the government of the country by the Dominion Governor-General, the Dominion Legislature, and the Dominion Civil Service, is not by any means so large as it is conspicuous. It is the Local Government of Village or Municipality that touches most nearly the lives of the people. It is because they themselves run their Local Government much more than in respect of any real share that they have in the Dominion Governments that these peoples are essentially 'self-governing'. I do not in any way deprecate the desire

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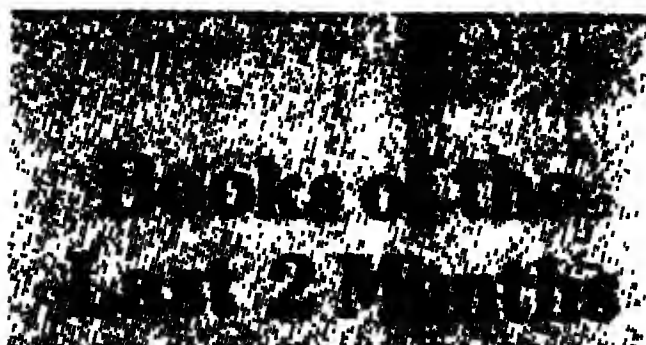
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VOLUME IV

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JULY 1982

Book-Mindedness

It is often complained that one of the reasons why books in this country are not sold as much or as many as in a European country is because we Indians are not book-minded. The reason for not being book-minded, it has been pointed out, is because Indian tradition, or rather Hindu tradition places more importance to oral tradition (*Shru*) than to the written tradition. But in Europe written tradition triumphed over oral tradition, and the result was that people tried to learn more from books than from the words of the mouth. Hence books were valued and preserved, and hence also people became book-minded from a very early time in history. In our country, on the other hand, the situation was just the reverse. Here people learned more from words of mouth than from books, and this state of affairs continued till late in the 18th century when the first printing press was set up, and books, journals and newspapers came to be printed. So, if we are not book-minded as Europeans are, the reason is that we are the products of a different tradition or a different world outlook. To wean us from our tradition and to foster book-mindedness would take a long time. So, since we must nevertheless plan, if we are not book-minded.

that history does not complete. Nor is our task completed if an adequate reason is given why we are not book-minded. The point is not why and how, the point is to make us book-minded now that oral tradition is no longer operative in our country.

How to do it in a country which is vast, which is poor, and where less than 30 per cent of people know is therefore our task. We should also realize that not all these 30 per cent people who are educated live in cities. That is because 80 per cent of the 680 million people of India live in the 56,00,000 villages of the country. As Mr. Banerjee has pointed out in the *FIP News* (April-May, 1982), "Most of the villages are remote and there are no adequate roads connecting them. People still walk miles to the near village to buy daily necessities of life. Twenty-five per cent of all freight and fifty per cent of the passengers are still carried by bullock carts, horses, camels or boats. The problems of reaching 'target audience' is great".

In a situation like this the only way we can make the 30 per cent of our educated people book-minded is not by inducing them to buy books, since books are expensive and an average book in this country is poor but by making it convenient for them to get books which is possible through a system of mobile book vans.

Book Reviews

S. BHAGWAN DAHIYA (Ed.) *Developing Planning Models*. New Delhi : Inter-India Publications, 1982. 2 Vols : 1st Vol. 392 p., 2nd Vol. 270 p., tables, 23 cm., Rs. 300 per set.

The first volume contains nine articles, the second another nine, and both the volumes introduce to the readers the new features of development planning models which in recent years have seen some of the most exciting advances in economics flowing from Roberge's classic formulation of the nature of economic policy.

The contributors in these two volumes are all well-known economists including such names as Ashok Rudra, Sukhamoy Chakravarty, Louis Leleber, and Lance J. Taylor. The Editor Dr. Dahiya of the Department of Economics of Maharshi Dayanand University, Rohtak, Haryana has contributed two articles which are in the nature of survey papers. They throw the remaining articles, which are all technical in nature and are meant for the advanced students of economics, into proper perspective.

Rather than making an impractical or rather impossible attempt to review these articles, I should serve the purpose of our readers for whom the review is being attempted if I say that the chief purpose why these papers have been collected in both the two volumes is to acquaint the readers how and in what manner economists have been making various attempts to narrow the gap between theoretical analysis and its practical application in the planned development of an economy. Considered in this light all the papers brilliantly focus our attention on the problems of growth, trade and income distribution and, as such, these papers serve as reference material for planning agencies throughout the developing world.

Moreover, as the editor has well said, "These papers reflect the methodological innovations of the techniques employed in planning models

and offer a progression from the aggregative forms of planning to disaggregative, from various feasibility and consistency analyses to optimising approaches and from the comparative static to the dynamic nature of both consistency and optimising varieties. Thus, these papers are representative of several fruitful techniques, both theoretical and applied available for analysing the development process."

So that the readers may know what these papers are, herebelow is reproduced the contents of both the volumes.

Volume One Development Alternatives in an Open Economy : The case of Israel-Hollis B. Chenery and Michael Bruno ; 2 A Consistency Model of India's Fourth Plan-Alan S. Manne and Ashok Rudra ; 3 A Consistency Model for the Approach to the Fifth-Five-Year Plan of India (1974-75 to 1978-79) Planning Commission, Government of India ; 4 Input-Output Model used for 1978-1983 Draft Plan : A Brief Outline Y.K. Alagh and K.C. Majumdar ; 5 An Almost Consistent Inter-temporal Model for India's Fourth and Fifth Plans Joel Bergsman and Alan S. Manne ; 6 A Programming Model for Import Substitution in India-Thomaz F. Weiskopf ; 7 An Optimising Planning Model-Sukhamoy Chakravarty and Louis Leleber ; 8 A Dynamic Five Sector Model for Turkey 1967-82 C.R. Blitzer, Hikmet Cetin and Alan S. Manne ; 9 Development Planning Models in India : A Survey S. Bhagwan Dahiya

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News and Notes

New Office Bearers : Delhi

State Booksellers' & Publishers' Association

The following office bearers were elected at the 32nd Annual General Meeting of the Delhi State Booksellers' & Publishers' Association held on the 27th June, 1982 at Taj Mahal Hotel, New Delhi

1. Mr. Bhupinder Chowdhri, President. The English Book Store, 17 E. Connaught Place, New Delhi
2. Mr. M.G. Aroia, Vice President, Universal Book Traders, 80 Gokhale Market, Opp. High Courts, New Delhi
3. Mr. S.C. Sethi, Secretary, Jairo Book Distributors, C-210, Ansari Road, Darya Ganj, New Delhi
4. Mr. Rakesh Chandra, Joint Secretary, New Book Depot, Connaught Place, New Delhi
5. Mr. M.D. Bhopwani, Treasurer, India Book Distributors, B-1, Gulmohar Park, New Delhi.

New Office Bearers of FIP

The following are the new office bearers of the Federation of Indian Publishers for the year 1982-83

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Vice-President :

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Hony. Genl Secy : Mr. S.K. Bhatia

Joint Secretary : Mr. K.D. Bhatia

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Extracts from the speech of Shri Narendra Kumar

Herebelow are a few extracts from the wel-

come speech by the President Shri Narendra Kumar on the occasion of the inauguration of the ninth annual conference of the Federation of Indian Publishers by Smt. Amrita Pruthi, Jyoti Award Winner on January 16, 1982 at Ashok Hotel, New Delhi.

Book Finance Corporation

Publishing's relatively small total turnover has precluded its being accorded industry status, making bank financing impossible to obtain. There is a perennial shortage of working capital affecting the book trade - the entire business operates on private or family funds, purchases are always made on cash but sales on credit, and recoveries are notoriously slow. Under the circumstances, how are Indian publishers expected to take up the challenge?

There could be no stronger case for setting up a Book Finance Corporation, and such a case has been placed by us for consideration for the last ten years; in reviewing the case the book industry has to be considered on separate footing, and profit motive alone should not be the criterion for judging either its success, merit or contribution to the economy. Its impact is felt far more deeply on the cultural life of a country and the status accorded to it must be commensurate with this impact.

Rising Paper Prices

At this point, I would like to raise the question of the single most important input into the book business in terms of actual production, and that is the availability of paper. This has been a source of constant worry to the trade. As markets shrank and grants were slashed, the cost of white printing paper increased fourfold during the last ten years. Controlling paper prices becomes imperative

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not only because it affects publishing but because it ultimately affects literacy and the development of education. There is a case here for allotting duty free newsprint to publishers for the publication of educational, technical and general books, so that they are placed within the reach of the common man. Much worse still is that the supply of concessional paper for textbooks, has been practically non-existent in the last two quarters, and at the best of times has met barely 5 per cent of the actual demand.

Fresh Approach

We do, and I will say it again, drastically need to reconsider our priorities in this area and look seriously at the possibility of formulating workable concessions and incentives that will re-debate the fiscal treatment of books, take inflation into account when considering tax reliefs, advance low-interest loans, provide advance book funds for libraries and educational institutions, allow compensation for legal deposit of books in libraries, create the best possible conditions for the publishing paper supply and so on. The problem we had from the intent to reach the vast bookable market without having the means to do so. We are sure that with a little resource on the part of publishers and a little tax concession on the part of the Government, we will be able to see our way through the maelstrom and set it into clear waters.

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67.83 All-India Library Conference

IN the June issue of the PII there was a news item. The item relates to the XIXth All-India Library Conference to be held at Mysore in December this year. The Conference, I hope, will draw the attention of all librarians throughout India, specially because the Indian Library Association has decided to celebrate its Golden Jubilee to mark the completion of fifty years of its continued existence. The Conference should also be of interest to the publishers, book distributors and book sellers, because libraries today are the biggest takers of books.

The news item to which I referred above says that the Conference, would deliberate, among other things, twelve themes at a seminar on "Fifty years of Librarianship in India : Past, Present and Future". As my eyes ran over the twelve themes and the sub-topics, to my surprise, I did not find any theme relating to the purchase of books, the method of selecting and buying books. Nor was there any sub-topic regarding how libraries in India go about the thousands of handouts, folders, news journals of publishers which they receive daily. As a publisher and also as a book distributor I, too, send out handouts and news journals to large numbers of librarians, but I was never told what they do with them. Do they treat them as stuff and nonsense, and throw them into dustbins? If so, why? Or do the materials they get from the publishers really help them in selecting books? If so, how? These and similar questions arose in my mind when I thought of the Conference.

It should be realized that as libraries are expanding day by day, and as books are multiplying, it is not always possible for the librarians to inspect all books physically before they buy books. Nor is it possible for salesmen to visit all libraries with their wares. Consequently, the only alternative is to depend on what materials the libraries get from the publishers.

I should therefore be happy if the Conference decided also to pay attention to this theme. Since, it is hoped, the librarians from near and remote parts of India would assemble in the Conference, a discussion on this theme would be very rewarding to the librarians and publishers alike. *I.C. Mittal*

News & Notes

Inadequate grants hit publishing industry

A relentless rise in the prices of paper and printing materials, a shrinking market for books and inadequate and irregular flow of grants to libraries have pushed the Indian publishing industry to a crisis.

High prices of books & the invidious structure of discount are the undesirable consequences.

While institutional buying of books has been erratic, individual buying has become small as books are increasingly treated as a luxury. Consequently the cash flow in the publishing industry has suffered enormously. In an publishers are increasingly becoming wary about publishing new titles with uncertain prospects for sale. An expanding market of imported books (many of them catering to poor tastes) has become dominant, Publishing in India, thus, has become almost stagnant.

The cause for the malaise has to be traced to the unsteady and poor grants to libraries. A look at Table A will explain this point. Since 1976-77, the total UGC grants for the development of science, engineering and technology and humanities and social science have declined steeply. In 1976-77, the total grants for the development of science were Rs. 8.5 crore whereas in 1980-81 these were Rs. 6.8 crore. Of these, grants for books and journals of Rs. 1.3 crore formed 15 per cent in 1976-77. Grants for books and journals in

the total nearly halved to a measly Rs. 0.7 crore in 1980-81, forming 10 per cent of the total.

More or less a similar trend is seen in the case of grants for the development of engineering and technology. In 1976-77, Rs. 3.9 crore were given as grants for development of engineering and technology. Of this, grants for books and journals of Rs 0.7 crore formed 17 per cent of the total. The total grants for the development of engineering and technology declined sharply to Rs. 2.9 crore in 1980-81. Of these, grants for books and journals were a poor Rs. 0.2 crore, forming 6 per cent of the total. Both in terms of absolute amount and as a percentage of the total grants, books and journals have witnessed a steep decline.

It is arguable that in the case of science, engineering and technology, books and journals may not be a top priority as against equipment and laboratory accessories. But grants for the development of humanities and social sciences too have declined in absolute terms from Rs 4.3 crore in 1976-77 to Rs. 4.0 crore in 1980-81. Books and journals in the total grants claimed Rs. 1.5 crore forming 35 per cent in 1976-77. In 1980-81, books and journals got Rs. 0.9 crore in the total grant of Rs. 4.0 crore forming 23.0 per cent.

The intervening years between 1976-77 and 1980-81 show wide fluctuations in the total grants and the share of books and journals in them. The total grants for the development of science and humanities as well as the grants for books and journals were at a maximum in 1978-79. The year was an exceptionally good one for Indian publishing.

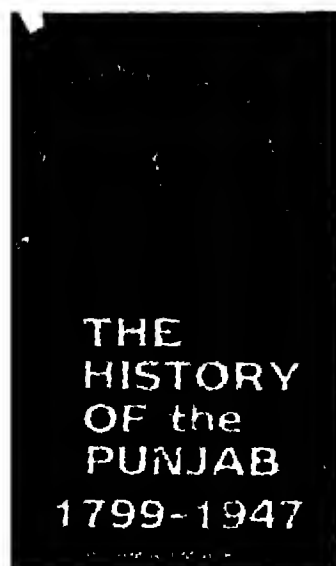
Since then the uncertainty regarding UGC grants & their inadequate quantum has spelled a real disaster for the publishing industry in India. Fears loom large that unless this trend is reversed and a steady flow of grant to the institutions for purchasing of books and journals is ensured, the vicious spiral of high prices and shrinking market coupled with the emergence of poor quality books catering for bad tastes may be the order of the day in Indian publishing. *from Economic Times.*

Table A : UGC Grants during 1976-77 to 1980-81

Year	Development of science			Development of the Humanities and Social Sciences			(Rs lakh)		
							Development of Engineering and Technology		
	Total Books & Percentage Journals of B to A			Total Books & Percentage Journals of B to A			Total Books & Percentage Journals of B to A		
	A	B		A	B		A	B	
1976-77	845	125	15	428	150	35	390	67	17
1977-78	735	171	23	322	155	49	300	31	10
1978-79	918	208	22	479	270	56	407	60	14
1979-80	711	116	16	393	143	36	264	27	10
1980-81	680	70	10	395	91	23	285	19	6

Source : Annual Reports of University Grants Commission (UGC).

Book Reviews



The History of the Punjab, 1799-1947 /
Ikram Ali Malik
 (Ed). Delhi : Neera
 Publishing House
 (c. 1970), 1983.
 740 p., 1 map, 22 cm.
 S 70. Rs. 350.00

HERE is a complete history of the modern Punjab from 1799-1947, from the rise of Ranjit Singh up to the break-up of the old Punjab. The book contains twenty chapters, and in each chapter has been discussed one historical theme. The matter of each chapter has been selected from out of the writings of noted historians. A list of sources from where extracts have been selected have been given in the footnote at the beginning of each chapter. Essentially it is a Book of Readings on the history of modern Punjab. It was compiled to cater to the needs of the students of M.A. History.

July 1983

As the history of modern Punjab or, for that matter, the history of any region cannot be understood unless one knew its ancient and mediaeval periods, the editor has therefore provided a long introduction introducing the readers to the salient features of the ancient and mediaeval periods of the Punjab. As a result many of the problems of the modern Punjab, which in the absence of such an introduction would have been left unexplained, have been made clear to the readers of this book.

Also, the readers get a better view of the complexities of the modern history of Punjab because in any history of a country or region time present is invariably connected with time past. The history of the modern Punjab, it may be admitted, remained complex right from the dawn of its history, because this part of India was the land of many peoples both alien and autochthons. Here came and settled, by turns, the Aryans, the Syethians, the White Huns, the Greeks, the Bactrians. In the mediaeval period came the Muslims, and thereafter in modern period the Punjab came under the influence of the British.

Thus in this land of five rivers was transplanted many cultures and many religions. In the modern period the impact of three religions was felt most prominently. Hinduism, Sikhism and Islam. Population of the Punjab stood divided among the three religious followers, each with its own demand and distinctive life-style. Naturally the history of the Punjab reflected these demands and life-styles which were, more often than not, conflicting. When the British consolidated its power over the Punjab after Ranjit Singh, the British instead of harmonising these conflicting demands only whetted them by following their policy of Divide and Rule in the name of *Pax Britannica*. The historical culmination of that policy was the division of the Punjab in 1947.

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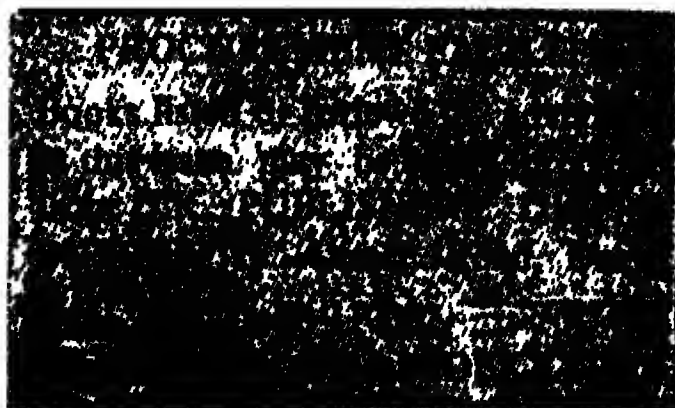
EMINENT Muslim Freedom Fighters (1562-1947) by G. Allana contains twenty-one biographical sketches of those who fought, and thereby made themselves great by strengthening the Muslims in India who found themselves fettered by the chains of social, economic, and political subjugation when the British rule ushered in India. Even though these biographical sketches depict the lives of great men who fought for the Muslims in India, and whose dreams were realized with the establishment of Pakistan as an independent and sovereign state, they lived in India, breathed the air of India, and often with Hindus they fought a joint battle against the British misrule at a time when Pakistan was not wrested from India's soil. Such were Haider Ali (1617-1782) and Tipu Sultan (1740-1799). Of the lives of the rest of the heroes which the book describes some were educationists, others were writers and religious leaders, and still others were political leaders.

Among the political leaders mention may be made of A.K. Fazlul Haq, Quaid-e-Azam Jinnah, Liaquat Ali Khan, and Choudhary Rahmat Ali who were alive till the other day, and who saw their dreams fulfilled when Pakistan was created. Among the writers who can forget Iqbal? The life of Sir Syed Ahmed Khan (1817-1898) reminds us that no people can progress if their education is neglected. The author gives vivid but candid description of what Sir Syed did for the education of the

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G. Allana has done full justice to the lives of the freedom fighters of Pakistan. Some of the freedom fighters he knew personally, and often writing about their lives he introduces personal touches which render these biographical sketches concrete and vivid. Thus writing about His Highness The Aga Khan he says, "After his death, I asked his eldest son, Prince Aly Khan, how His Highness had spent his last days. He replied, 'Often he would ask me to play gramophone records containing recitations of the Holy Quran.'"

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MANUSCRIPT ILLUSTRATIONS OF THE MEDIAEVAL DECCAN By Usha Ranade (B.R. Publishing Corporation, 1983) 176 p., 40 ill, figs, 25 cm. \$ 40 Rs. 200.00

This book also shows that more work of this kind is required to draw attention of the scholars to the unexplored material lying in libraries and institutions even if there is the difficulty of inaccessibility — *From Indian Bookshelf*, Vol 1, No 2, February 1983.

THE ROOTS OF INDIAN ART By S.P. Gupta (B.R. Publishing Corporation, 1980) 378 p., plates (colour), figs. 343, charts; 5 maps, 29 cm. \$ 100 Rs. 500.00

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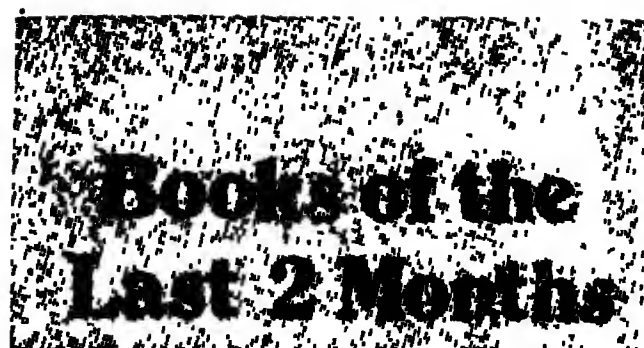
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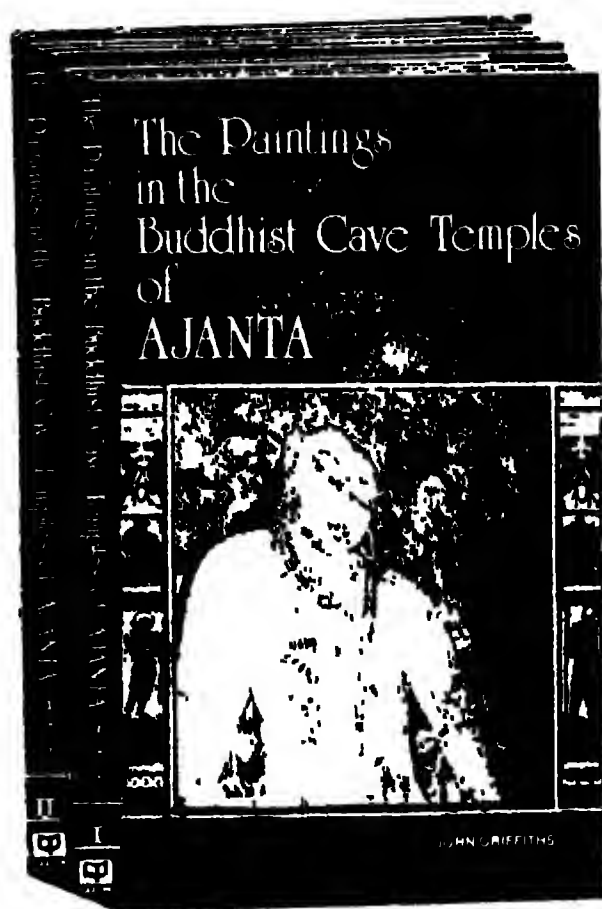
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It has been said that one of the weakest links of Indian publishing industry is its distribution system. If published books rot in the warehouse not only publishers but also readers stand deprived. And yet for many years this has happened in this country and is still happening. This sorry state can be rectified if the publishers approach book distributing concerns to distribute their books. But in publishing industry in India distribution agencies came, on the scene quite late and even now book distribution system is not what it should be.

Seen against this backdrop the achievements of the DKPD, short for DK Publishers' Distributors, are perhaps worth the attention of all sellers of books in this country. Starting as an exporter of Indian books published in English language, it soon (to be precise, June 1974) paid attention to the distribution of books in its own country discovering that here is a dry land waiting for life-giving water.

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As in the field of book publishing, so also in the field of book distribution a distributing agency is bound by its own choice. As a wholesaler DKPD does not sell books to the individual buyers. Nor does it sell books to the

Continued on page 6

News & Notes

Indian Publishing Today

The tenth annual conference of the Federation of Indian Publishers was inaugurated by Shri Jagmohan L.S. Governor of Delhi on August 5, 1983 at Maurya Sheraton Palace, New Delhi.

Here are a few extracts from the speech of Shri Narendra Kumar, the outgoing president, on the above occasion.

These extracts throw light onr Indian publishing today.

The significance of a strong indigenous publishing industry, and its relation to development, has now been widely accepted by planners, educationists and publishers, of not only the developed countries, but also of the developing ones. I see it as the mission of Indian publishers to bring about the radical social change, that is the need of the hour.

Just a few years back, in 1978, one of my colleagues exclaimed at a Seminar, "Now, Indian publishing stands at the threshold of a big breakthrough. "Today it enjoys the eighth position in world publishing, but tomorrow it can be among the first four". I wish this prediction was true. Five years have elapsed, and possibly, we have moved up one notch, and are seventh now. In this context I would like to make an observation. One of the most crucial links in the book business is in the area of State support, which has been far from satisfactory. India, following the pattern of more developed countries, tends to cut grants for health and education, whenever State expenditure has to be cut. This not only affects publishing disastrously but the whole field of education as well.

Exorbitant bank interest rates, growing inflation, and falling demand for most categories of books have only compounded the problem. These are some of the hurdles that publishers face, and I will attempt here to suggest how best they can be cleared without transgressing the broad framework of the government's policies.

"Pustak Samaj"

It is the avowed aim of the Government to build and nourish a "Pustak Samaj". Having stated the aim one may legitimately enquire, what is impending the creation of one?

I, and I am sure my fellow colleagues too, do not believe that the majority of our children & young men do not have the motivation to read. On the contrary, more and more people are strongly motivated to read and nothing more is required than to help them have easy access to books. However, with two-thirds of our population occupied with the basic problems of food and shelter, it is inconceivable that the "Pustak Samaj" can be built by individual buying.

As such, it becomes the bounden duty of the Government to ensure adequate supply of books needed by the people. The Government can achieve this objective by enlarging the Library Movement. An extensive network of libraries with good books, for all age groups, seems to be the only answer. Otherwise the "Pustak Samaj," will remain a mirage.

To start with, funds for the library movement, can be generated by imposing a library cess on house tax, cinema tickets, octroi and so on. This is not a new or novel idea. Some of the States in the South are already doing so. This could supplement the allocations already made by the Government and other institutions for libraries.

Consequent upon this is the stocking and adequate replenishment of titles through recurrent grants from the Government. This is an area where we have seen maximum hardship over the last four years and in this respect, the Sixth Five Year Plan is a damp squib. In 1978-79 the financial assistance provided by the University Grants Commission to colleges and universities for the purchase of books stood at around Rs 5 crores. From July 1979 onwards, however, UGC funds virtually dried up. Library purchases rather than individual

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Book Reviews



D. K. KAW. The Science of Spirituality. Delhi: D K. Publications 1983. 135 p, 23 cm.

Rs. 60.00

Here is a book that everyman, whether he is spiritual or not, should read with care and then ponder over what the author has said. If he does so, he will realize that it is a practical guide-book to bring order and harmony in his own consciousness which is the spring of all emotions, thoughts and actions. Order and harmony, because he needs them in order to live peacefully with himself and others.

A time was when religion brought about that order, but today religion—organized religion—has lost its value. In the West, especially, religion was replaced by science which made man dream of a life of perfection. That dream has also been shattered. He is therefore confused. Within him there is conflict; outside him there is also conflict which leads to war, apartheid,

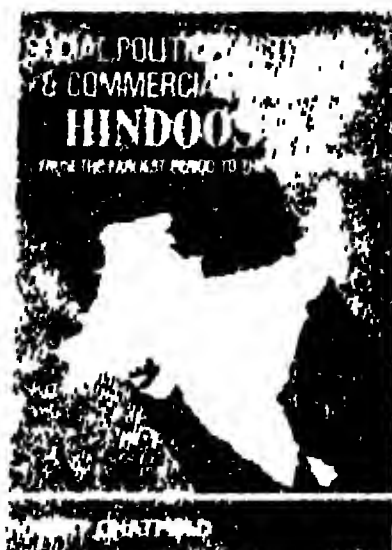
prejudice, generation gap, riots, divorces etc. Naturally he will ask why conflict arises at all. Science cannot give him an answer. Religion which did give an answer, he finds, is not relevant today.

A satisfying answer can come from the science of spirituality with which man must be concerned more and more. An attempt has been made by the author in this book to give the fundamentals of this new science in a very clear and concise way.

Books on spirituality are usually not read, because they are written in a language which is beyond the understanding of every man. But this book is an exception. There are fifteen chapters in it. The first and the last chapters are introduction and conclusion. The remaining chapters introduce the readers to this new science of spirituality.

The science of spirituality explores the methods by which one can live and live in peace with himself and others. Consequently, it enquires into the working and mechanism of consciousness which is the basis of man's thinking, feeling and action. If therefore we have a knowledge of the workings of consciousness, it is possible to control our consciousness and channelise it in the direction of man's cherished goal which manifests itself, as one of the greatest seers of the modern world, Sri Aurobindo, has said, "in the divination of Godhead, the impulse towards perfection, the search after pure Truth and unmixd Bliss, the sense of a secret immortality".

Kaw's book describes, as I have already said, for every man the nature of consciousness and different manifestations of consciousness such as thought, emotion, energy, and action and he tells us how to bring about a harmony if there is a conflict within us. After giving a working knowledge of all these at the end of the book he gives a short enunciation of the possible applications of the science and spirituality to various types of relationships. Upon their successful applications lie man's hope of realizing his ultimate goal — Truth, Beauty, Good.



ROBERT CHATFIELD. Social, Political, Historical & Commercial Review of Hindoostan From the Earliest Period to the Present Time. New Delhi : Bimla Publishing House, 1983 (c. 1808) 451 p., map (fold), 25 cm. Rs. 380 00

The theme of the book is clear from the title. A bird's eye view of India's history, it tells us, so Robert Chatfield thought, all that one needs to know about Hindoostan, a word which till the early nineteenth century was more popular than the word "India" among Europeans and Indians alike. Considered as a rare book and known only to a few pundits, its reprint is welcome, because Robert Chatfield was one of the earliest British historians of India whom we should know in order to understand the evolution of British attitude towards India. Unless we accomplish this task fruitfully the colonial history of India under British rule would remain less intelligible to us. Hence the need of Robert Chatfield's book to the historians and research scholars of Indian history.

As the title of Robert Chatfield's book indicates, it is about social, political, historical, commercial review of India. Of these four aspects, one, commercial, aspect has attracted the attention of the author most. The book begins with it. The author devotes seven chapters (I-VII) to it. The reason, I believe, is simple enough. To the British at the time Robert Chatfield was writing the commercial interest rather than imperial interest, was most important, because India till 1857 was ruled by the East India Company. Robert Chatfield sketches the commercial progress of India against the backdrop of the global history. He says how India's merchandise was eagerly sought by Egypt, Ethiopia, Arabia, Phoenicia, Persia, and Greece, and from the earliest time these countries traded with India. Had Robert Chatfield also included some of


the Far Eastern countries like Siam, Java Indonesia, his review would have been complete. But at a time when Robert Chatfield wrote his book basic information about India's trade with Far East was not available, and we cannot blame the author for being ignorant.

The remaining chapters of Part I give a review of the history of India not of the ancient period but beginning with the Mughals, causes of their decline and the settlements and conquests of the Dutch, English and French. The review ends with the establishment of the British rule in several provinces. These chapters tell us also about political and social conditions of India during the period under study.

Part II of the book is entirely devoted to religion. Of the three religions that he describes -- Hinduism, Islam and Christianity -- Robert Chatfield's attention is mostly devoted to the last. He proves in his own way the inferiority of Hinduism and Islam to Christianity, and is anxious to tell us that the introduction of Christianity by the missionaries is a blessing to the Indian people. In saying this he forgets that Christianity was known in this country much before it was reintroduced by the missionaries who came with the traders of East India Company. There is no mention of St. Thomas, one of the twelve apostles of Jesus, who brought Christianity in India, and this is a serious limitation of the book.

Be that as it may, we must read Robert Chatfield's book for what it is worth. And its worth is at this distance of time, limited. Here is a book, which was read with avid interest when it was published; now it will be read only by the few research scholars of India's history who want to reevaluate the achievements of the British historians of India. J.P.G.

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CONCISE ECONOMIC ENCYCLOPAEDIA By Bepin Behari Madhuri
(D.K. Publications, 1982). 348 p., figs., 22 cm. Rs. 120.00

As the book is intended to be only an encyclopaedia, the author has refrained from giving his own views on the efficacy or otherwise of these measures of control. He has simply stated what these are, leaving the readers to form their own opinions. The encyclopaedia, in this sense, constitutes an important source material for ready reference. — From *Sunday Amrit Bazar Patrika*, dt. 13.2.83

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ECONOMIC DEVELOPMENT AND SOCIAL STRATIFICATION By P.K. Misra
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In this monograph, Dr. P.K. Misra, a prolific writer and currently deputy director and regional officer of the Southern Regional Office of the Anthropological Survey of India, Mysore, attempts to discuss this question with reference to what he calls "Greater Yelwal" comprising village Yelwal and seven surrounding villages in Mysore taluk (Karnataka). The inter-disciplinary approach to the problem of village development made by Dr. Mishra may well be a guide for future research in other areas. — From *Sunday Financial Express*, dt. 7.11.82.

MAN, EDUCATION AND VALUES By V. Narayan Karan Reddy. (B.R. Publishing Corporation, 1979). 157 + X, 22 cm. Rs. 50.00

This book is meant for erudite scholars of philosophy and we hope that it will find a significant place in college and public libraries. Those seeking an analytical understanding of man and the values he is looking for, will find it. An uncompromising idealist with a deep insight he will take his readers into self-enlargement of personality and transvaluation of values. — From *Education Quarterly*, 5 October 1982.

THE NEPALI CONGRESS SINCE ITS INCEPTION By Parmanand. (B.R. Publishing Corporation, 1982). 452 p., 22 cm. Rs. 175.00

The present work is about the Nepali Congress—an extension of the author's M. Phil. dissertation (JNU) and his revised and updated Ph.D. thesis (Delhi Univ.). The significance of the book lies in its being a comprehensive account of the Nepali Congress since its inception. The author has interviewed a large number of Nepali leaders (B.P. Koirala, Surya Prasad Upadhyaya, Parsu Narayan Chaudhary,

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Surya Nath Das Yadav, Shashi Shamsheer, Tripurbar Singh Pradhan, T.P. Acharya, Surya Bahadur Thapa, Tulsi Giri, Rishikesh Shaha — to name some of them) and visited Nepal on several occasions which helped him in making his account more authentic. The author's knowledge of the Nepali language stood him in good stead in laying his hand on some original source material. The book is a mine of information on the Nepali Congress and the politics connected with it. The book is a must for serious researcher on the Nepalese affairs. — From *The Indian Political Science Review* Vol. XVII No. 2, July, 1983.

THE ROOTS OF INDIAN ART BY S.P. GUPTA. (B.R. Publishing Corporation, 1980). 378 p., plates (colour), 343 figs., charts, 5 maps, 29 cm. Rs. 500.00

This is clearly a contextual study coming in the wake of a long history of debate. For students of Indian art and architecture, it is meaningful and interesting as a further step in an ongoing scholastic debate rather than as an original re-assessment which begins to look at the traditions afresh. Indeed the author is fully conscious of this background and his goal of reevaluating recent critical opinions on the subject. His introductory remarks clearly state that it was John Irwin's lectures and a subsequent exchange of letters which stimulated and resulted in this impressive volume of 340 pages with 4 coloured plates, 120 monochrome plates and a large number of line drawings. — From *India Quarterly*, Vol. XXXVIII, No. 2, April-June, 1982. Reviewed by Kapila Vatsyayan

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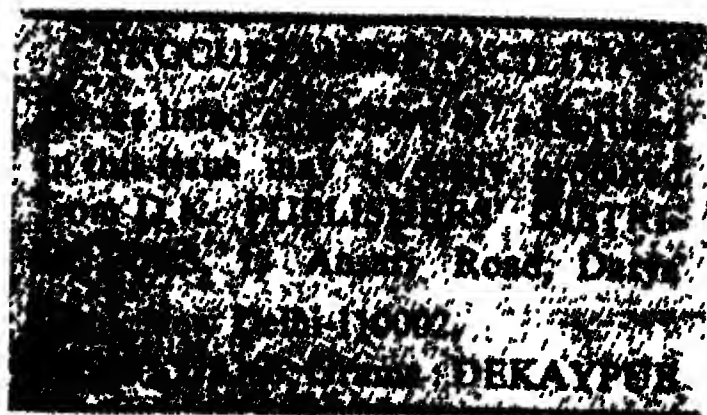
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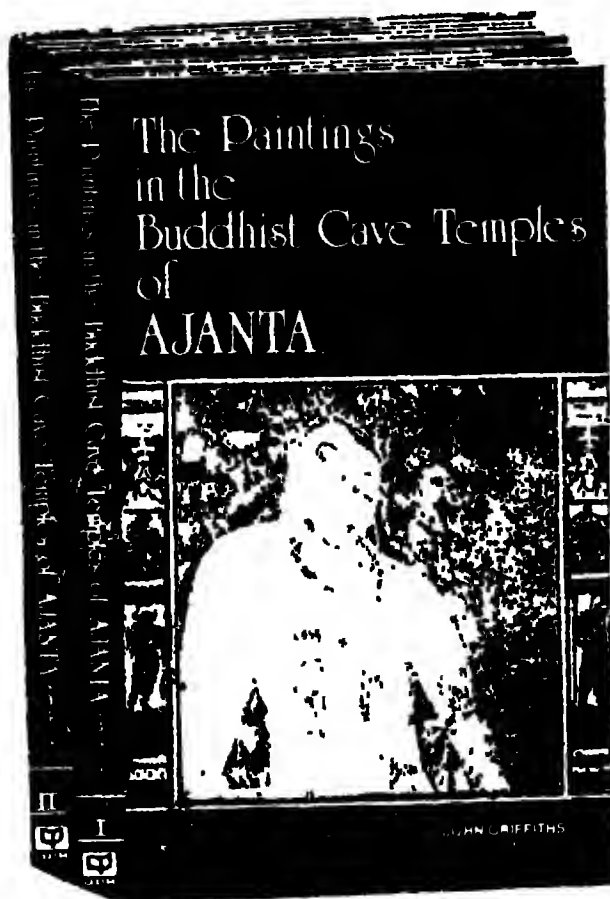
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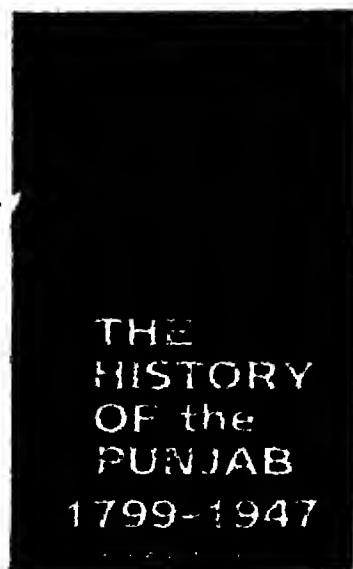
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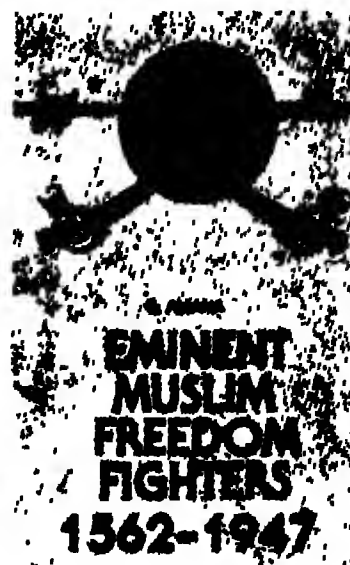
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